



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22

(prices in dollars per carton)

Fri. Nov 16, 2007

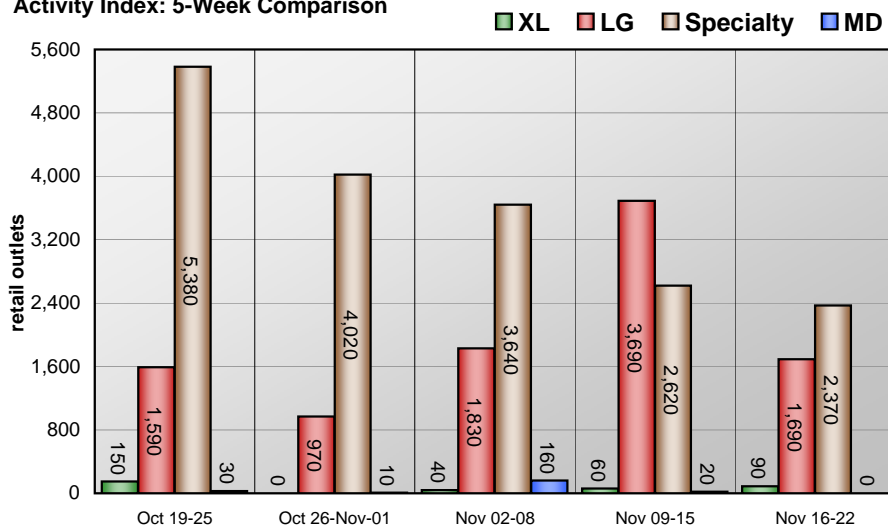
SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		26.6% of 17,000 stores				47.0% of 17,000 stores				29.8% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			700	1.34	60	1.44	1,120	1.28	20	1.20	40	1.19
	White 18 pack			90	2.67			160	2.42			1,260	1.38
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	90	1.44	510	1.45			1,900	1.21	10	0.79	1,340	0.81
	White 18 pack			390	1.92			300	1.77			150	1.56
	Brown 12 pack							210	1.66			50	1.49
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			100	4.01			430	3.42			120	3.23
	OMEGA-3												
	White 12 pack	130	2.42	1,160	2.29	20	2.00	820	2.25	800	2.50	1,570	2.42
	Brown 12 pack							170	1.99				
	CAGE-FREE												
	White 12 pack			240	2.00			340	2.15			260	2.50
	Brown 12 pack			740	2.28			840	2.47			1,370	2.58

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,780	3,750	2,870	Large Eggs on Nov-12-2007 475.1 down 10%
Specialty	2,370	2,620	4,120	
Total (includes MD)	4,150	6,390	7,110	
Special Rate 4/:	10.5%	19.1%	2.9%	

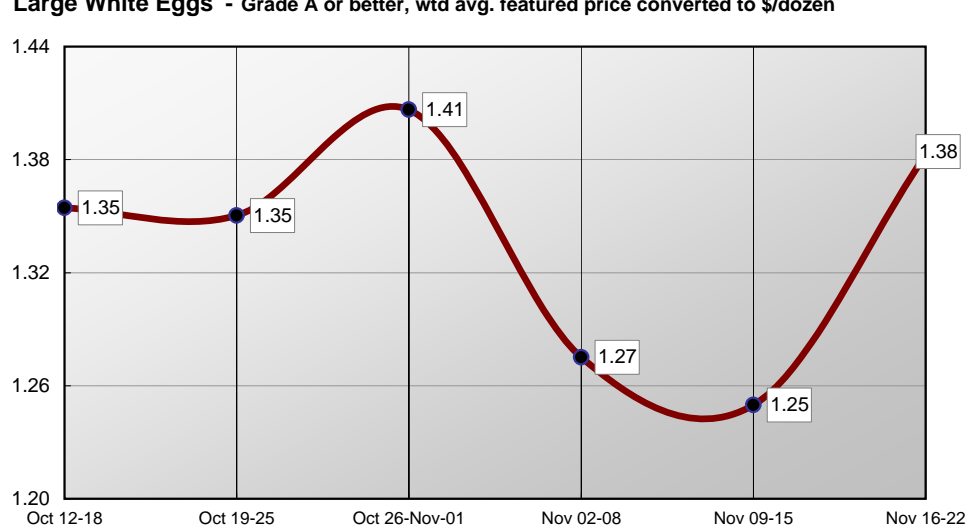
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING											
<p>With pre-Thanksgiving items utilizing the majority of ad space, promotions of regular shell eggs dropped when compared to last week and a year earlier. "No price" ads are still highly visible. The average price of Large white eggs, Grade A or better, to consumers increased sharply. Specialty shell egg ads are lower than the previous week and last year. Omega-3 eggs continue dominating this sector. Feature activity on liquid eggs is higher than last week and a year ago. Although 14-16 oz. cartons are most commonly featured, 32 oz. carton ad jumped significantly in store volume and average price. Seasonal egg nog promotions increased dramatically with close to half of sampled outlets with promotions. Many stores offered consumers a choice in variety and price of products.</p>											

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22

(prices in dollars per carton)

Fri. Nov 16, 2007

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		34.0% of 3,800 sampled outlets						10.7% of 4,700 sampled outlets						14.8% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 1,450 (includes Medium)						Activity Index = 750 (includes Medium)						Activity Index = 320 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				1.88 - 1.99	360	1.93	1.50	50	1.50	1.50	130	1.50	0.68	10	0.68	0.99 - 1.50	270	1.48
	White 18 pack																1.47 - 1.88	30	1.74
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				3.99 - 4.59	90	4.13												
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	2.50	120	2.50	1.99 - 3.99	510	2.34				2.00 - 2.50	330	2.36				2.00	10	2.00
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.79 - 2.99	370	2.23				2.50	240	2.50						
	Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		31.9% of 2,700 sampled outlets						45.5% of 1,900 sampled outlets						56.7% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,080 (includes Medium)						Activity Index = 280 (includes Medium)						Activity Index = 270 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.50	380	1.28				0.99 - 1.50	260	1.43				0.99 - 1.50	60	1.34
	White 18 pack										2.50	10	2.50				2.69	80	2.69
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.50	20	1.50	0.99 - 1.50	110	1.32	1.74	10	1.74									
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.96	10	2.96												
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	1.48	10	1.48	1.48 - 2.50	300	2.17										2.00	10	2.00
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.00	120	2.00										1.99	120	1.99
	Brown 12 pack				1.88 - 2.00	130	1.99												

Note: See page 1 for explanatory notes.



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22
 (prices in dollars per carton)

Fri. Nov 16, 2007

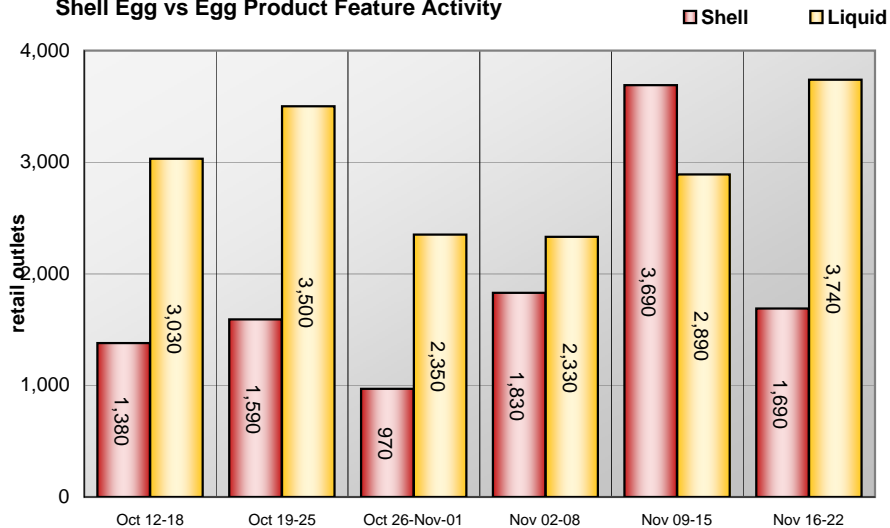
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	20.5%	14.0%	6.7%	35.3% of 3,800 sampled	7.1% of 4,700 sampled	11.6% of 2,900 sampled	22.4% of 2,700 sampled	29.7% of 1,900 sampled	30.8% of 1,000 sampled
2/ Activity Index	3,740	2,890	1,380	Activity Index = 1,560	Activity Index = 340	Activity Index = 350	Activity Index = 620	Activity Index = 560	Activity Index = 310
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores
14-16 oz. crtn	2,420 2.74	2,390 2.63	830 2.10	1.67 - 3.00 570 2.42	2.50 - 3.00 220 2.60	2.50 - 3.00 140 2.94	2.49 - 3.00 620 2.69	3.00 560 3.00	2.50 - 3.00 310
32 oz. crtn	1,100 4.42	280 4.11	320 4.62	3.99 - 5.99 780 4.59	2.50 - 4.49 120 2.66	4.79 200 4.79			
3 - 4 oz. cup	220 1.55	80 2.51	230 1.96	1.50 210 1.50		2.59 10 2.59			
2 - 8 oz. cup		140 3.50							

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

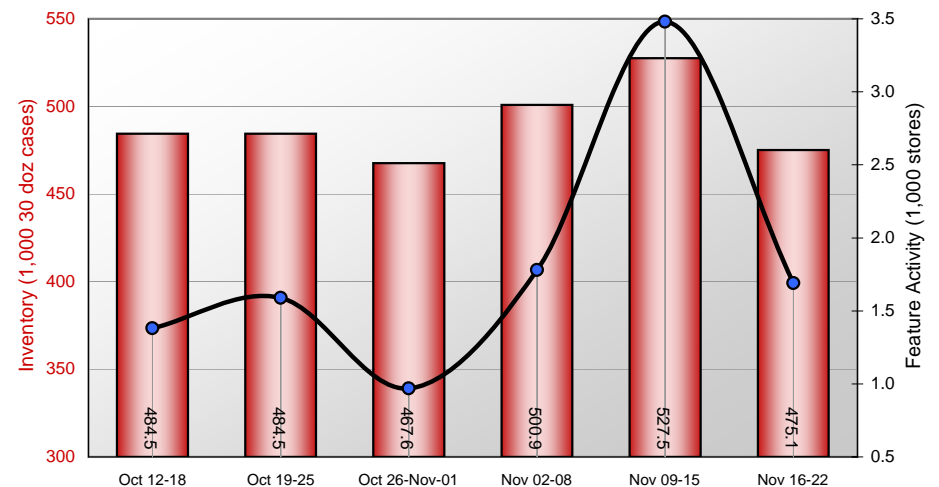
(Non-alcoholic egg nog; this section will run through January 1, 2008)

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	46.9%	26.2%	19.1%	46.1% of 3,900 sampled	37.4% of 4,700 sampled	46.3% of 2,800 sampled	45.5% of 2,700 sampled	62.5% of 1,900 sampled	69.3% of 1,000 sampled
2/ Activity Index	9,310	4,030	3,980	Activity Index = 2,720	Activity Index = 1,850	Activity Index = 1,230	Activity Index = 1,510	Activity Index = 1,270	Activity Index = 710
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores
32 ounce	2,260 2.48	1,760 2.65	1,470 2.20	1.74 - 3.99 1,040 2.93	1.68 - 2.99 230 1.76	1.49 - 2.99 400 2.02	0.99 - 2.99 420 2.32	1.99 - 3.50 90 2.59	1.25 - 2.50 80
64 ounce	7,050 3.23	2,270 3.77	2,510 2.78	2.99 - 4.00 1,680 3.71	2.50 - 4.79 1,620 2.95	2.50 - 4.99 830 3.09	2.99 - 3.50 1,090 3.18	1.79 - 3.50 1,180 3.13	2.50 - 4.29 650

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

pled
310
Avg
2.99

pled
730
Avg 3/
1.74
3.16

